

FAX# 703-516-9680  
CREDIT RISK !!  
HARRIS REPORT FROM REP OCT8/12 15.51  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

REP. #	OFF. #	SALESMAN #
--------	--------	------------

BUYER NAME STEPHANIE KINCAID

SALTS PRSN WA... MEGHAN MCGARR (H)

EVERETT, MA 01915

CLASS: NATL. LOCAL REGIONAL

:(CE)

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT8/12	15.51
----------	-----------	----------------------	------	---------	-------

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ROMNEY FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE =												
AGENCY EST# = 467												
6	S		330P-700P	30		\$450.00	10/6	10/6	0		SAT	0
PROGRAM : COLLEGE FTBL CON COM1 : COLLEGE FTBL												
8	S		630P-700P	30		\$2,500.00	10/6	10/6	0		SAT	0
PROGRAM : SAT 630P NEWS CON COM1 : SAT 630P NEWS												

REP HEADLINE# 6361194 TRF# E:363611  
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT8/12 15.51  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

9	S		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
---	---	--	-----------	----	--	----------	------	------	---	--	-----	---

PROGRAM : SAT ENT TONIGHT  
 CON COM1: SAT ENT TONIGHT

12	S		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
----	---	--	-------------	----	--	------------	------	------	---	--	-----	---

PROGRAM : MEET PRESS  
 CON COM1: MEET PRESS

14	S		630P-700P	30		\$2,500.00	10/7	10/7	0		SUN	0
----	---	--	-----------	----	--	------------	------	------	---	--	-----	---

PROGRAM : SUN 630P NEWS  
 CON COM1: SUN 630P NEWS

15	S		815P-1130P	30		\$5,000.00	10/7	10/7	0		SUN	0
----	---	--	------------	----	--	------------	------	------	---	--	-----	---

PROGRAM : SUN FTBL  
 CON COM1: SUN FTBL

OCT/12 12300.00 CONTRACT TOTAL 12300.00  
 TOTAL SPOTS 12

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 7% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 801 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	12300	Campaign Ref:	E:063611940
Buyer:	US	Client/Product/Estimate:	././467	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06361194
Est./PO Number:	06361194	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3		3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots		2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F....	03	3000	30 Comme	Nbr of Spots	1		1	3000
4	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1		1	500
5	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	1		1	300
6	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1		1	700
7	Sat 630p ET / 530p CT NBC Nightly News .....S.	02		30 Comme	Nbr of Spots				
8	Sun 8a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1		1	500
9	Sun 9a News .....S.	03	300	30 Comme	Nbr of Spots	1		1	300
Weekly Totals: Total Spots(Ord Spots)						10	2	12	
Closed PR						1		1	

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 801 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 12300	<b>Campaign Ref:</b> E:063611940
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> . / /467	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06361194
<b>Est./PO Number:</b> 06361194	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	Sun 6p News	03	750	30	1	2	12	750
	.....S			Comme				
<b>Weekly Totals:</b> Total Spots(Ord Spots)					10	2	12	
Closed PR					1		1	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/01/12	Closed Pre Emption	2,500.00	No Makegood / Credit	00000000000	E:063611940

Grand Totals

	Totals	10/01	10/08
Spots	12	10	2
Cost	12300	9800	2500

Grand Totals:

Spots: 12  
Gross Total: 12,300.00  
Commission: 1,845.00  
Net Total: 10,455.00

REP HEADLINE# 6361194  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT2/12 11.59  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #  
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)  
BEVERLY, MA 01915

ORDER # CONTRACT # 6361194 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#467 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 11.59

REP: NEW ORDER  
TTL \$29,800 @19X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ROMNEY FOR PRESIDENT

\$\$\$ 415,000

LINE# : RFP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINK# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 467

1			1100P-1130P	30		\$1,250.00	10/3	10/5	3		W-F	3
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
2			1100P-1130P	30		\$1,250.00	10/8	10/9	2		M-TU	2
PROGRAM : 11P NEWS												
CON COM1: 11P NEWS												
3			1000P-1100P	30		\$3,000.00	10/5	10/5	1		FRI	1
PROGRAM : DATELINE												
CON COM1: DATELINE												

10/3/12 FCC (S)

REP HEADLINE# 6361194  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 11.59  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	10/6	10/6	1		SAT	1
5			900A-1000A PROGRAM : SAT 9A NEWS CON COM1: SAT 9A NEWS	30		\$300.00	10/6	10/6	1		SAT	1
6			330P-700P PROGRAM : COLLEGE FTBL CON COM1: COLLEGE FTBL	30		\$450.00	10/6	10/6	1		SAT	1
7			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$700.00	10/6	10/6	1		SAT	1
8			630P-700P PROGRAM : SAT 630P NEWS CON COM1: SAT 630P NEWS	30		\$2,500.00	10/6	10/6	1		SAT	1
9			700P-800P PROGRAM : SAT ENT TONIGHT CON COM1: SAT ENT TONIGHT	30		\$650.00	10/6	10/6	1		SAT	1
10			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	10/7	10/7	1		SUN	1
11			900A-1000A PROGRAM : SUN 9A NEWS CON COM1: SUN 9A NEWS	30		\$300.00	10/7	10/7	1		SUN	1
12			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$1,400.00	10/7	10/7	1		SUN	1

*Level 1*

*1 PM*

REP HEADLINE# 6361194  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT2/12 11.59  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			600P-630P	30		\$750.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 6P NEWS												
CON COM1: SUN 6P NEWS												
14			630P-700P	30		\$2,500.00	10/7	10/7	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
15			815P-1130P	30		\$5,000.00	10/7	10/7	2		SUN	2
PROGRAM : SUN FTBL												
CON COM1: SUN FTBL												
OCT/12			29800.00									
CONTRACT TOTAL												29800.00
TOTAL SPOTS												19

*Level 2*

MARKET TOTALS \$172,400 WFLA 17% WFTS 24% WTSP 35% WTVT 17% WTOG 0% WTTA 0% WMOR 0%  
 SHARES ACCURATE  
 SVC- NSI  
 DEMOS- RA35+\*

American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 797 Issue 1



WFLA-TV

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Mitt Romney/ R/ President/ US	<b>Submission Cost:</b> 12300	<b>Campaign Ref:</b> E:063611940
<b>Buyer:</b> US	<b>Client/Product/Estimate:</b> / / 467	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06361194
<b>Est./PO Number:</b> 06361194	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Romney For President	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	3	3	3750
2	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots	2	2	2500
3	Fri 10p ET / 9p CT Dateline NBC Friday ...F..	03	3000	30 Comme	Nbr of Spots	1	1	3000
4	Sat 7a Today Show .....S.	03	500	30 Comme	Nbr of Spots	1	1	500
5	Sat 9a News .....S.	03	300	30 Comme	Nbr of Spots	1	1	300
6	Sat 6p News .....S.	03	700	30 Comme	Nbr of Spots	1	1	700
7	Sat 630p ET / 530p CT NBC Nightly News .....S.	02	2500	30 Comme	Nbr of Spots	1	1	2500
8	Sun 8a Today Show	03	500	30	Nbr of Spots	1	1	500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					11	2	13	
<b>Open PR</b>					-1		-1	-2500



American Rambler Productions  
138 Conant Street  
Beverly MA 01915

Mitt Romney/ R/ President/ US  
Submission Number 797 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 12300	Campaign Ref: E:063611940
Buyer: ...	Client/Product/Estimate: ./467	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06361194
Est./PO Number: 06361194	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
9	Sun 9a News .....S	03	300	30 Comme	1		1	300
10	Sun 6p News .....S	03	750	30 Comme	1		1	750
Weekly Totals: Total Spots(Ord Spots)					11	2	13	
Open PR					-1		-1	-2500

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
7	Sat 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/01/12	Open Pre Emption	2,500.00		0000000000	E:063611940

Grand Totals

Totals		Month 10 Weeks: 4	
Spots	13	10/01	10/08
Cost	14800	11	2
		12300	2500

Grand Totals:

Spots:	13
Gross Total:	12,300.00
Commission:	1,845.00
Net Total:	10,455.00